Advertising Age

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RECEIVED JAN 1980

Looking at '80

NBC will be No. 1 by next Christmas: Silverman

By JAMES P. FORKAN

NEW YORK—National Broadcasting Co. boss Fred Silverman, in a holiday mood, is still confident that the new year will find No. 3 NBC-TV coming on strong as its rivals, especially ABC, slip in the prime time Nielsens.

At NBC's Christmas party, Mr. Silverman saw 1980 as "an exciting year" for the three-way network tv battle, already the closest in years, and also a very important year for NBC. The outcome, he said, could affect the tv ratings picture for several years. He said he is still aiming for No. 1 by Christmas of 1980.

The November sweeps data, examined market by market, show good improvement for NBC over last year, even stronger gains by CBS and declines by ABC, other NBC execs said. CBS' significant gains this fall, however, may have cost that net "$50,000,000 to $100,000,000 spent on specials, movies, and 'eaten' episodes," Mr. Silverman figured. ("Eaten" episodes are those which never turn up on the screen once a series is killed).

ABC has long had problems with its Saturday, Sunday and Monday lead-ins (including the years when Mr. Silverman headed ABC's programming) but the NBC boss saw ABC's trouble spots "spreading."

He also saw more competition from pay cable and home video during 1980 (depending on movie titles) than existed two years ago, although he stressed that the new media are operating from a much smaller base.

Asked about the outlook for more sponsored series, Mr. Silverman told ADVERTISING AGE that several advertisers, including Procter & Gamble, are looking over some prime time series possibilities. That does not mean P&G's "Shirley" is finished, he added quickly. "We haven't given up on that yet," he emphasized.

The Nielsens of "the next four or five episodes, including the two-hour pilot [on Dec. 28] will be more indicative" of what "Shirley" is capable of doing, he feels, noting that the show was hurt by November sweeps fare and pre-Christmas specials. Agencies pointed out, however, that "Shirley" will go against ABC's Winter Olympics coverage in its fast two airings before NBC decides its future.

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Thomopoulos: ABC will win again this season

By COLBY COATES

NEW YORK—Yes, the first half of the prime time tv season produced a few "personal" disappointments, but there's no way Tony Thomopoulos is about to second guess some of last September's more unorthodox scheduling, or the strategy that ended in ABC-TV's first November sweeps loss since 1975.

"We knew the season would be a very competitive situation," the president of ABC Entertainment said in an interview, comparing ABC to "the team that wins the World Series in a four-game sweep one year but takes seven to win the next year. In the end, the same team wins," he said, confident that ABC will overcome a stiff challenge from CBS-TV and retain its Nielsen crown for the 1979-80 season.

So now, as the second season unfolds and Mr. Thomopoulos is blessed with the Winter Olympics schussing its way into two prime time sweeps weeks in February, he's ready to tackle some of the network's more immediate problems. They include: Low ratings in about four prime time hours; the recognition that some key shows are getting older while a few new ones have fizzled, and deciding how "we can make made-for-tv movies that are special."

In attacking a perennial ABC bugaboo, Sundays from 7 p.m. to 9 p.m. (EST), ABC is countering with an informational show, "Incredible Sundays" and, in the second hour, "Ten Speed & Brown Shoe," which Mr. Thomopoulos said is "the best new program we've seen in quite a while."

■ In line with his policy of fighting CBS' best with equal weight from ABC, "Ten Speed" goes against "Archie Bunker's Place" and "One Day at a Time."

"It's not going to be easy," he said, but to start things off right, "we've ordered up the most extensive promotion and publicity campaign we've had in a long time." In fact, it started at half time of the season's last Monday Night football game Dec. 17, when Howard Cosell chatted with the show's stars, Ben Vereen and Jeff Goldblum.

Of the six new programs in ABC's second season lineup, the most is expected from "Ten

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Texaco leads pack with national gasohol drive

By JOSH LEVINE

NEW YORK—Though it trailed going in, Texaco has broken out of test market with the oil industry's most ambitious gasohol marketing program and the first national campaign to run for a branded gasohol product.

Texaco lead-free gasohol was the subject of ads that ran last week in *Newsweek*, *Sports Illustrated*, *Time* and *U.S. News & World Report*, along with 13 newspapers. The ads, created by Benton & Bowles, carried the headline, "Announcing a new way to make gasoline go further."

Several oil companies, among them Standard Oil Co. (Indiana), Atlantic Richfield, Standard Oil Co. (California) and Philips Petroleum Co., have begun limited test marketing efforts in recent months. None of them approaches the scope of Texaco's distribution, which currently includes 600 stations in seven states, and is expected to extend to at least 1,100 stations in 10 states by March.

Though Texaco declined to discuss its gasohol ad plans, a spokesman indicated that additional ads will be placed within the next two months, possibly on a much wider basis.

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last minute news

P&G loses trademark suit against J&J

NEW YORK—Procter & Gamble has lost its year-old infringement suit against Johnson & Johnson over the use of the Assure and Sure & Natural names on feminine protection products. P&G had contended that the two labels infringed on its own Sure label for antiperspirants. District court Judge Pierre Leval, in his decision handed down late Friday, said a victory for P&G would have set back J&J for at least 1½ years. P&G's own Rely tampon, which has been marketed since 1974, is currently approaching national distribution (see earlier story on Page 2).

Saint-Laurent puts new jeans at Epstein, Raboy

NEW YORK—Yves Saint-Laurent has assigned its new line of jeans to Epstein, Raboy Advertising, previously agency for Calvin Klein jeans. The YSL campaign, with spending about $1,000,000, will center on the jeans' jungle animal names. A jeans line marketed by YSL earlier has

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Don Smith Adman of the Year

Donald Smith, president of Burger King Corp., has been named ADVERTISING AGE's Adman of the Year for 1979. The story of how Mr. Smith led the turnaround at Burger King is in this week's Section 2: Forecast/Review.

Previous Adman of the Year award winners are: 1978, Barry Diller, chairman of Paramount Pictures; 1977, John A. Murphy, president and chief executive officer, Miller Brewing Co.; 1976, Robert E. Dewar, chairman and chief executive officer, K mart Corp.; 1975, Rawleigh Warner Jr., chairman and chief executive officer, Mobil Oil Corp.; 1974, Donald R. Keough, president, Coca-Cola USA; 1973, W. T. Beebe, chairman and chief executive officer, Delta Airlines; 1972, Roy Chapin Jr., chairman and chief executive officer, American Motors Corp., and 1971, David J. Mahoney, chairman and president, Norton Simon Inc. #

NEWSPAPER

Pertschuk rulemaking bar loses in appeals court

WASHINGTON—A court of appeals panel here has ruled that Federal Trade Commission members should not be barred from voting in rulemaking procedures merely because they express views on pending issues.

The ruling is a rebuff to ad industry groups which contended that FTC chairman Michael Pertschuk should be barred from taking part in the children's advertising rulemaking because he had made speeches and written letters which indicate he had prejudged the issues.

The litigation has lost some of its urgency for the ad groups because Congress is currently considering legislation which stops the children's advertising hearing. But it has benchmark potential because it could set the ground rules which will determine whether FTC members and other regulators can discuss rulemaking issues before the formal final decision is rendered.

Earlier a lower court had agreed with the ad groups. But the appeals court panel said the rigid restrictions which apply to commissioners when they sit in a litigated case must not be imposed when commissioners participate in rulemaking.

"If an agency official is to be effective he must engage in debate and discussion about the policy matters before him," the panel said. "As this court has recognized before, informal contacts between agencies and the public are the bread and butter of the process of administration."

Ad groups had won strong support from federal Judge Gerhard Gesell in October, 1978, after they contended that chairman Pertschuk's speech at a meeting of Action for Children's Television showed he had prejudged the issues in the children's advertising rulemaking procedure. But the appeals court panel said chairman Pertschuk was merely arguing a line of legal reasoning, and that there is no evidence that his mind is made up on the facts of the case.

The appeals court said the ad groups are entitled to "an impartial decision-maker," but impartial "does not mean uninformed, unthinking or inarticulate."

■ The panel noted chairman Pertschuk had appeared at ACT before the proposed rule was issued. "The period before the commission first decides to take action on a perceived problem is, in fact, the best time for a rulemaker to engage in dialog with concerned citizens. Discussion would be futile, of course, if the administrator could not test his own views on different audiences."

Without more, the court said, the expression of opinion does not show that an agency member cannot maintain an open mind during the hearing stage of the proceeding.

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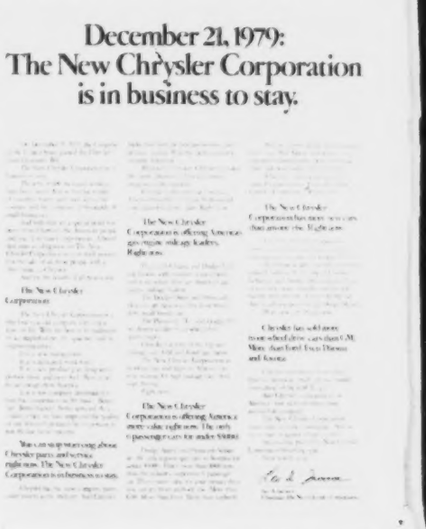
Chrysler spots delayed

New Chrysler tv spots featuring chairman Lee Iacocca hailing the government's loan guarantee were to run on last weekend's football telecasts, but the nets turned down the spots because the President has not yet signed the loan guarantee bill, and it might be construed as tending to influence legislation. In the spot, Mr. Iacocca says, "A special bond has been created with the American people—a bond that puts an obligation on the New Chrysler Corp. to turn itself around." Meanwhile, page print ads are pointing out the company's strong points and note changes that have been made or will be made. "America has given the New Chrysler Corp. breathing space," ads say. "Now watch us go." Kenyon & Eckhardt is the agency.



Marketer trying soft-soap tack

By NANCY F. MILLMAN

CHICAGO—Will consumers part with their familiar bars of bathroom soap for newfangled pumpable liquid soaps in decorator containers?

Minnetonka Inc. is betting there will be enough consumers willing to slip away from messy and fast-shrinking bars of soap to give it a profitable share of the $700,000,000 market when it rolls its Softsoap into national distribution early this year.

Wally Marx, vp-general manager of Softsoap at the Chaska, Minn., company, told ADVERTISING AGE that Softsoap should be national by the end of the first quarter of 1980.

■ Softsoap has been tested in Minneapolis, Milwaukee, Dallas, Houston, Denver, Indianapolis, St. Louis, Omaha and Chicago, and industry sources report that it has garnered between a 2% and 6% share of the bar soap category in each of its markets.

Minnetonka will spend $6,000,000 in tv and consumer magazines for the national launch of Softsoap, the company has told food brokers. While this figure seems high for a company with total sales from all its products in the $25,800,000 range, industry observers note that even $6,000,000 may not be enough for a new product launch in such a competitive category. Minnetonka handles the brand in-house.

The Yardley of London division of Jovan Inc. rolled out its liquid English lavender soap last spring and summer, specifically to beat Minnetonka to the punch (AA, March 19). Yardley currently is adding a cocoa butter soap, one of the varieties of its bar soaps, to the liquid line. Couponed newspaper ads promoted the English lavender rollout, with copy stressing the end of the "mushy, dirty bar" and savings, "because one (16-oz.) bottle . . . equals five bars of ordinary soap." After several agency switches, Bozell & Jacobs has settled in as the Yardley shop.

But according to Mr. Marx of Minnetonka, "Yardley is a dud." He said the latest market reports (reflecting the period ending mid-October) showed Yardley at less than 1% share in each of its markets. At Yardley, Tom Measday, vp-general manager, would only say that "we're the only national brand of liquid soap. We have a market share that is satisfactory to us." Mr. Measday said the Minnetonka assessment of Yardley's sales was "basically wrong" because it was not a national reading, but he would not comment on Yardley's national share.

Major health and beauty aids marketers are going to be watching Minnetonka's rollout with more than casual interest. Top marketing men at S. C. Johnson & Son, Andrew Jergens Co. and Armour-Dial had very favorable comments about Softsoap's concept, packaging and progress so far. And rumors indicate that Helene Curtis Industries and Jergens are among companies contemplating entering this market.

One major marketer already has jumped in. Clorox, with its two-year option to acquire Evolution

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Testimony concludes

Both sides eager for P&G mark decision

By LOUIS A. FANELLI

NEW YORK—Execs at Procter & Gamble and Johnson & Johnson's Personal Care Co. may be tempted to break open cases of Sure antiperspirant and Shower to Shower deodorant bath powder to help keep dry this week as P&G's year-old trademark infringement suit is being decided.

The parties to the trial are awaiting a decision by federal district court Judge Pierre Leval. Testimony ended Dec. 21, and both sides have requested an early opinion, but it is not known when the ruling will be issued.

The suit centers around J&J's decision to market Assure deodorant tampons and to begin testing Sure & Natural feminine napkins. P&G lawyers argued that the use of those two names infringed on P&G's Sure trademark.

■ Industry sources indicated that P&G's suit may be an attempt to delay J&J's introduction of Assure in order to guarantee the successful national rollout of P&G's Rely tampons. Marketed since 1974, Rely began a region-by-region rollout in 1978. It currently is approaching national distribution, with Benton & Bowles handling (AA, Nov. 12).

If Judge Leval rules in favor of J&J, it is likely that P&G will appeal the case. J&J, however, will be able to continue to market both Assure and Sure & Natural. Assure is currently testing in Portland, Me., and Rochester, N.Y. Sure & Natural is currently testing in Florida markets.

The decision to use the Assure name apparently came after various tests, including the development of a separate campaign using the name Woman.

According to testimony by Michael Hayes, Personal Products Co. president, the Case & McGrath agency was asked to develop the Woman campaign because of "dissatisfaction with the progress we were making with SSC&B," the Assure agency.

■ J&J later decided to drop the Woman label, "because Assure seemed to be making better progress."

If the court now decides to rule in favor of P&G, testimony has indicated that the cost to J&J—for repackaging and new advertising—could be substantial.

While Johnson & Johnson would not estimate the amount involved, an SSC&B exec said that if only a name change—not a change in the advertising focus—is involved, the additional cost would not be great. #

highlights

Monday, December 31, 1979

A German "digestion aid" bitters-and-alcohol beverage makes its debut in Southern California. *See Page 4.*

A new magazine debuting in January will reintroduce some of the more memorable short stories from *Liberty* magazine. *See Page 6.*

Chrysler Corp. skis into the winter fun market with the Sno-Runner, a motorized snow bike. *See Page 12.*

Daimler-Benz signs on two new agencies to complete the agency lineup for its German Mercedes business. *See Page 16.*

Adman Thomas Murray speculates on the future of Kaiser-Fraser if today's ad techniques had been used to support its cars. *See Page 17.*

TV Byor recommends some 1980s resolutions for his agency people. *See Page 17.*

In another "what if . . ." article, Joseph Furth wonders what would have happened if the FTC had reviewed Lincoln's Gettysburg Address. *See Page 20.*

Hunt-Wesson Foods shifts from Wesson oil to Sunlite sunflower oil and pushes new sauces in a shift in ad support. *See Page 22.*

The Newport Jazz Festival gets a new sponsor—and a new name—via Brown & Williamson Tobacco Co. *See Page 23.*

The Magazine Publishers Assn. will dissolve its Field Selling Information Service, which monitored door-to-door magazine subscription sales. *See Page 26.*

Maine awards its state lottery account to New Hampshire agency Allyn Associates of Manchester. *See Page 26.*

Video Tape Network gives "Mr. Bill" vcr program special ad support as it gradually builds its catalog. *See Page 27.*

Peter Rogers tells the Blackglama legend in his new book. *See Page 30.*

"What becomes a legend most?" Jane Trahey builds a Blackglama legend into the campaign. *See Page 30.*

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Advertising Age / Section 2

DECEMBER 31, 1979

FORECAST/REVIEW

Adman of the Year, 1979

A touch of magic

BY CHRISTY MARSHALL

MIAMI—Three days after being named McDonald Corp.'s vp in charge of just about everything except finance and law, Donald Smith left the No. 1 fast-food chain to join Burger King Corp. as president and chief operating officer.

That was in 1977. McDonald's was clearly supreme in the fast-food industry then, and Burger King was faltering, with little growth and critical consistency problems. Three years later, the chain that now claims it's got "the best darn burger in the whole wide world" is showing growth in a period when sales of McDonald's and other competitors have gone flat.

BK's average sales per unit in 1977 were $524,000; for fiscal year 1979, that figure grew to $658,000 and the estimate for 1980 is $725,000.

▪ Under Mr. Smith, Burger King has successfully grabbed a hunk of the children's market away from rival McDonald's, has improved it product and expanded the product line, has upgraded the stores—both inside and out—and has increased its market share of the fast-food industry to an estimated 7.8% in '79, from 5.7% when he first took command.

To salute that corporate turnaround, the editors of ADVERTISING AGE have selected Donald N. Smith, 39, as Adman of the Year for 1979.

The Burger King system Don Smith took over in 1977 was hardly a threat to McDonald's.

"On balance, Burger King was not growing in terms of comparable sales improvement—that is, producing incremental real growth from year to year," recalled a Burger King veteran, exec vp-operations Jerome Ruenheck. "As a system, our comparable growth was not there for as long as I can remember.

"If somebody did not do something about it, eventually I think we would have gone the way of some other fast-food companies and just sort of slipped into the sunset."

So why did Don Smith leave McDonald's, where he was heir apparent to the presidency, to take the reins of a troubled company?

▪ "Yes, I was given the title and so forth [at McDonald's], and the position gave me a clear shot at the top," Mr. Smith said. "And I'd been given some assurances that I would be president in a few years. The thing of it was I still wasn't really running the show.

"Even if I were to become president, I was not to be the ceo at that time, since Fred Turner, who is relatively young, would still be chairman of the board and chief executive officer. As such, I was not the final decision maker *per se*, so I was really interested in being able to get out and do something on my own.

"There was another incentive. Call it a little hokey if you will," Mr. Smith said, "but—I was

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Christy Marshall is an associate editor of ADVERTISING AGE who, among other beats, covers the fast-food industry.

A down year? Not in advertising growth

BY ROBERT J. COEN

NEW YORK—For the fourth year in a row, advertising revenues have grown faster than the U.S. economy. Figures for 1979 show that total advertising expenditures increased by 13.3% over last year to $49.83 billion.

This has come despite a less than bright outlook for business in 1980. Inflation is expected to persist, and many industries are not likely to register real profit growth. Advertising demand, nevertheless, should continue to be relatively strong as a result of the 1980 political election campaigns and the Olympics, plus the momentum of the competition for consumer markets that has been building for the last four years.

Yet, because of the state of the economy, the advertising industry cannot expect an outstanding year in 1980, even though it probably will continue to outpace the softening economy.

The exceptional growth of advertising in 1976, 1977 and 1978 was quite a surprise to most serious students of advertising economics. A year ago, virtually no one would have believed that 1979 advertising growth would exceed 13%. The economy was supposed to soften much more than it did, and the advertising industry was expected to stall before it moved up again in the 1980 election-Olympic year.

The performance of 1979 now makes it clear that the role of advertising in industry has changed significantly in the last few years.

For 10 years prior to mid-1975, the ad industry's growth was sluggish. A series of unique events—including the Vietnam war, the withdrawal of cigarets from the broadcast media, President Nixon's wage and price controls and the deep and extended recession that began in the fourth quarter of 1973—had more of a negative impact on advertising than they did on the economy in general.

The impact of these pressures had run their course by mid-1975 and, as the economy began to expand in 1976, the climate in the ad industry rapidly improved. A flood of "held-back" new product introductions was released and advertising competition began to reappear. Established products were forced to respond with heightened advertising to sales ratios as competition for expanding consumer markets grew.

In 1980, the competition for market shares is not going to weaken in most industries, despite adverse economic developments. It will take more than a mild recession to offset the current momentum. Furthermore, it will require at least six months of lead time to reverse the strategies of most major consumer marketers, who are not inclined to relax their aggressive competitive postures.

Barring an outright economic disaster, advertising will probably do fairly well next year, even though we may experience a mild economic recession.

National Advertising Indexes

The McCann-Erickson National Advertising Indexes are a key barometer of the month-to-month path of national advertising spending. The indexes are seasonally adjusted measures of the monthly advertising revenue of the major national media. The general index is a composite of the data for network television, spot tv, magazines and newspaper expenditures of national advertisers.

The general index is based on the year 1967, which is equal to 100. The trend in national budgets was quite sluggish through the first half of the 1970s, not reaching the 150 level until the closing months of 1975. In the second half of the decade, the trend turned sharply upward. During 1979, the upward trend has continued, as the general index nears the 300 level. National budgets for the major media have nearly doubled in the last five years.

The indexes for each component shed some light on developing patterns in each of the individual media. For example, network tv, spot tv and newspapers have gradually moved upward throughout most months of this year, while magazines seem to have peaked in the

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Robert J. Coen is a senior vp with McCann-Erickson, New York.

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How 1980 is shaping up

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summer. The magazine trend line may be flattening, or it may just be temporarily stalled—time will tell.

Preliminary 1979 Details

The ad expenditure figures for 1979 must be labeled "preliminary" because some minor revisions will be made when 12 months data become available. For most media the estimates are based on monthly data that account for about 80% to 90% of the year's activity.

In 1979, total national ad expenditures increased by 12.8%. The largest gain was recorded by newspaper budgets. Some of the growth here can be explained by 1978 figures that were affected by newspaper strikes in New York and St. Louis. Another part of the improvement in the category stems from higher automotive linage figures, which are attributable to new model announcements and inventory clearance promotions. Cigaret schedules were also much higher in 1979, as manufacturers continued to introduce new brands or increase their budgets for established brands in order to defend or expand their market positions.

The outdoor medium likewise has done well in 1979, with automotive and cigaret activity also helping to raise 1979 receipts.

Network tv revenue growth gradually improved as the year unfolded. The sharp upturn in commercial prices in the fall, when the new season got under way, helped account for a projected yearly gain of at least 14%.

Most of the other media categories have posted gains close to the national average or just slightly lower. The ad expenditures of the companies doing business nationwide were very good in 1979. Most media ended the year with larger national advertising sales than they had expected 12 months ago.

Even more surprising was the continued strength in ad spending by companies doing business at the local level. Retailers maintained or increased their newspaper schedules, and classified linage continued to surpass the record-breaking levels of 1978.

The growth in local tv expenditures, moreover, has been surprisingly strong all year. Budget gains were well above the increases posted in retail sales of individual markets.

The majority of the reports on 1979 activity in other local media sectors have also been quite good. Total local advertising demand has continued to be strong despite soft spots in some local markets.

The Future

The advertising industry is closing the decade of the '70s on a strong upward trend, and the long range outlook for the '80s is good.

I look for advertising spending in 1980 to rise somewhere between 10% and 12%. The industry may not experience an exceptional boom in 1980, but relative to the floundering economy, it will probably turn out to be a fair year at least.

The long range outlook for the decade should be quite good, once the opening years are past. Real economic growth will occur during the '80s, as will an increase in the total number of people with jobs. There will be more women in the work force, and the quality of their employment will rise. Those among the large population bulge resulting from the post-World War II baby boom will reach their 30s. And there will be a concentration of well educated and productive adults in the society of the '80s. #

National advertising index

First 10 months, 1979

MONTH	GENERAL INDEX	NET TV	SPOT TV	ALL MAGAZINES	WEEKLIES	WOMEN'S	MONTHLIES	NEWSPAPERS
Jan.	257	279	277	227	190	246	287	241
Feb.	263	295	283	224	195	255	258	240
March	255	280	289	217	192	218	268	230
April	264	292	292	222	180	267	270	244
May	266	301	295	227	208	227	268	231
June	271	288	308	239	197	292	277	246
July	272	299	277	239	201	278	282	268
Aug.	288	322	287	258	240	274	281	275
Sept.	282	342	270	234	195	268	286	264
Oct.	278	328	315	221	191	233	273	232
Per cent change to date	+13	+14	+11	+12	+15	+ 9	+14	+16

Note: All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in 1967.

Advertising volume in the U.S. in 1978 and 1979

MEDIUM	1978 MILLIONS	PER CENT OF TOTAL	1979 MILLIONS	PER CENT OF TOTAL	PER CENT CHANGE
NEWSPAPERS					
Total	$12,707	28.9	$14,585	29.3	+14.8
National	1,787	4.1	2,085	4.2	+16.6
Local	10,920	24.8	12,500	25.1	+14.5
MAGAZINES					
Total	$ 2,597	5.9	$ 2,930	5.9	+12.8
Weeklies	1,158	2.6	1,315	2.6	+13.4
Women's	672	1.5	735	1.5	+ 9.4
Monthlies	767	1.8	880	1.8	+14.5
FARM PUBLICATIONS	$ 104	0.2	$ 120	0.2	+14.0
TELEVISION					
Total	$ 8,979	20.4	$10,195	20.5	+13.5
Network	3,975	9.0	4,540	9.1	+14.2
Spot	2,581	5.9	2,890	5.8	+12.0
Local	2,423	5.5	2,765	5.6	+14.0
RADIO					
Total	$ 3,052	6.9	$ 3,385	6.8	+11.0
Network	147	0.3	170	0.3	+15.0
Spot	620	1.4	680	1.4	+ 9.8
Local	2,285	5.2	2,535	5.1	+11.0
DIRECT MAIL	$ 5,987	13.6	$ 6,650	13.3	+11.1
BUSINESS PUBLICATIONS	$ 1,400	3.2	$ 1,595	3.2	+14.0
OUTDOOR					
Total	$ 466	1.1	$ 535	1.1	+14.8
National	307	0.7	350	0.7	+14.0
Local	159	0.4	185	0.4	+16.4
MISCELLANEOUS					
Total	$ 8,678	19.8	$ 9,835	19.7	+13.4
National	4,485	10.2	5,060	10.2	+12.8
Local	4,193	9.6	4,775	9.5	+13.9
TOTAL					
National	$23,990	54.6	$27,070	54.3	+12.8
Local	19,980	45.4	22,760	45.7	+13.9
GRAND TOTAL	$43,970	100.0	$49,830	100.0	+13.3

Ad campaigns— Burger King's way

MIAMI—Burger King Corp. is breaking a new advertising campaign in January (AA, Dec. 23) to replace its nearly two-year-old "Who's got the best darn burger in the whole wide world" pitch. Over the years, industry watchers have claimed that the nation's No. 2 fast-food chain has had some of the best darn advertising in the industry.

The company, founded in 1954, broke its first major campaign in 1955. Created by Hume, Smith, Mickelberry of Miami, the ads used the theme, "Burger King, the home of the Whopper."

"The Whopper was the one big differential Burger King had," HSM president David Hume told ADVERTISING AGE. "Approximately 40% of the business was coming from the Whopper. McDonald's coming out with the Big Mac was, in essence, one of its answers to the Whopper."

That campaign ran until 1968, when the account shifted to one of parent Pillsbury's shops, BBDO.

During the HSM stint, Burger King created the current setup in which each franchise allocates 4% of its sales to marketing and advertising and leaves control of the advertising solely in the hands of the corporate headquarters.

Children have always played a special part in Burger King ads.

■ After the HSM days, the first campaign from BBDO for BK centered on the line, "It takes two hands to handle a Whopper." The double-fisted approach ran from '68 until 1973, when the famous "Have it your way" campaign began.

"Have it your way" was the first time Burger King really worked at setting itself apart from the pack of fast-food places, as it stressed that at a Burger King you were able to get burgers "exactly the way you want them," not the assembly line way. The jingle crooned, "Hold the pickle, hold the lettuce," and Burger King had found its niche. The company stuck with the campaign for three years, upgrading it with the addition of stars such as Vincent Price, decked out as the devil, and humorous Harlem Globetrotter Meadowlark Lemon, who stacked up burgers for a very big meal.

But in August, 1976, as fewer customers waited in long lines to get it their way, Burger King dropped BBDO, and picked J. Walter Thompson Co. to handle the account. Thompson came with fast-food expertise from Shakey's Pizza and the Red Barn systems.

JWT's first campaign for Burger King broke the following November and tapped the Bicentennial bonanza with, "America loves burgers and we're America's Burger King." That campaign ran, with some expansions, until the current "best darn burger" drive broke in February, 1978

■ As in the early days, messages directed to children have played a special part in the Burger King strategy. In 1975, BBDO retired the early little King character and courted youngsters with live action ads that tapped the adult's "Have it your way" approach. In one spot, kids donned fake noses and glasses to stress their individuality and the special service they get at BK.

With Don Smith on board, the company began to shoot for the children's market with greater intensity when in the summer of 1977, it formally introduced the live Magic Burger King to the public. The subtheme of that first campaign was "Now you're old enough to enjoy Burger King." About the same time, the company made some subtle changes in its adult advertising to feature more children in its spots, munching along with their parents. #—C.M.